

U.S. Appln. No. 10/019,135  
Response to Office Action dated June 24, 2005

PATENT  
450119-03138

### **REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

#### **I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-18 are pending in this application. Claims 1, 6, 12 and 14 are independent. Claims 1-18 are hereby amended. Support for this amendment is provided throughout the Specification as originally filed and specifically on page 17, lines 1-11. No new matter has been introduced by this amendment. Changes to claims are not made for the purpose of patentability within the meaning of 35 U.S.C. §101, §102, §103, or §112. Rather, these changes are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

#### **II. REJECTIONS UNDER 35 U.S.C. §103(a)**

The Office Action indicated that claims 1-5 and 12-18 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over U.S. Patent No. 6,601,041 to Brown et al. (hereinafter, merely "Brown").

Claims 6-11 were rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Brown in view of U.S. Publication No. 2001/0047298 to Moore et al. (hereinafter, merely "Moore").

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Claim 1 recites, *inter alia*:

"A service system for automatically distributing electronic information contents...

wherein when two or more display times overlap, the information provider adjusts a connection time zone to prevent overlap of two or more connection times." (emphasis added)

As understood by Applicants, Brown relates to prioritized queues of advertising and content data which are generated by a queue builder and sent to an on-line queue manager. A computer mediated communications network provides content and subscriber data to the queue builder and receives content segment play lists from the on-line queue manager.

Applicants submit that Brown does not teach or suggest the above identified features of claim 1. Specifically, Applicants submit that there is no teaching or suggestion wherein when two or more display times overlap, the information provider adjusts a connection time zone to prevent overlap of two or more connection times. Further, there is no teaching or suggestion wherein the electronic information contents are displayed at a predetermined time without the need for an input operation during system startup or a search operation. Brown merely discloses priority queue storage coupled to a server for receiving priority queues output from the queue generator.

Therefore, Applicants submit that independent claim 1 is patentable.

For reasons similar to or somewhat similar to those described above with regard to independent claim 1, independent claims 6, 12 and 14 are also believed to be patentable.

Therefore, Applicants submit that independent claims 1, 6, 12 and 14 are patentable.

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### III. DEPENDENT CLAIMS

The other claims in this application are each dependent from one of the independent claims discussed above and are therefore believed patentable for at least the same reasons. Since each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

### CONCLUSION

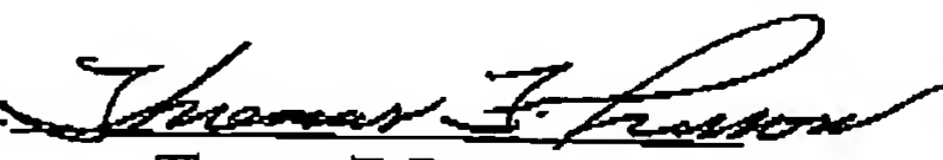
In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, it is respectfully requested that the Examiner specifically indicate those portions of the reference, providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

Respectfully submitted,

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